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INSIDE, YOU'LL FIND

In this issue you'll find notes about gobbledygook, a land study, a meeting or two, and some personal activities. Then we've the official word on those two new agencies we told you about a week or so ago...and lotsa other stuff.

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FOR LAND'S SAKES!

Maybe you've seen them...maybe you haven't. But you oughta. We're talking about the first two reports of the National Agricultural Lands Study...called "Interim Reports I and II."

The first report deals with major areas of research...describes the public participation process of four workshops last winter and outlines the study's administrative organization.

The second report--a folder placed inside the first report--contains basic data on the U.S. ag land base in chart form. Included are acreages in nonfederally owned crop, forest, pasture and rangeland and the amount of ag land converted to nonagricultural use in each state between 1967 and 1977...the most up-to-date description of our ag land base currently available.

If you want copies of the ag land data sheet, write to Mrs. Doris Nolte, New Executive Office Building, 722 Jackson Place, N.W., Washington, D.C. 20006 or call her at (202) 395-5832. There is a "limited number" printed on "high quality paper" for long-term wall chart use.

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A TALE OF WOOD AND WOE

The New York information office got snowed under with telephone calls after ABC-TV carried an item that anyone wanting free firewood from national forests should call the "nearest agricultural office." First calls came about a minute or two apart.

Then the Pennsylvania and Maryland Departments of Agriculture also got some of the calls...took complaints from the Forest Service here to ABC to straighten things out. Most callers were from Brooklyn and the Bronx...they weren't too happy when they learned that the nearest national forest was in Vermont.

Oh, well, that's the sort of thing that makes life interesting.

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NOW IT'S ACS & ESS

We were close. Names of the two new agencies in USDA are the Agricultural Cooperative Service and the Economics and Statistics Service. Official announcement came Sept. 29. Both were part of the Economics, Statistics and Cooperatives Service which no longer exists. The Ag Cooperative Service was known as the Farmers Cooperative Service before it was included into ESCS in 1977.

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DOWN WITH JUNK
& JARGON

We saw it in the "Washington Post" on Sept. 18. Then Bob Norton, who works in GPA's energy program, suggested to Ed Goodpaster that it should be required reading for all inf people. "It" is an article reporting on several speeches about plain talk... made at a conference of Women in Government Relations here.

Some excerpts: "I will not," said speaker Alfred Kahn, "communicate with you.... I will talk with you, and I'm even glad to write. But I consider communicating only a couple steps better than interfacing or receiving input...or giving the opportunity to input. When I hear input used as a verb I see a German golfer."

Later Kahn said, "There's only one other thing I refuse to do-- engage in outreach. In my office we say outreach makes me upchuck."

The need to use plain talk, Kahn said, "...reflects my feelings about what a government job is supposed to be and the importance of clarity."

Later at the same conference, someone said "Put a simple sentence like 'please kill the weeds around the building' in the hands of a government official and you'll come up with something like 'management has become cognizant of the necessity of eliminating undesirable vegetation surrounding the periphery of the facility.'"

A few tips on how to reduce gobbledygook included, "try reading some of the language you use aloud...ask yourself how your friends would react. (Then decide, on the basis of their reactions, whether you still want them as friends.)"

Or...use these suggestions (again from Kahn) for translating your own "junk and jargon" into English: Herein, therein, hereinabove...here, there, above; at this point in time...now; aforesaid or aforementioned...previous; in view of...since; in order to...to; cognizant...aware; insufficiency...shortage; obligational limitation...legal limit; effectuate reductions...reduce; to impact on...influence; interface with...meet; provide a significant opportunity to input...give a chance to contribute.

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BE A COMPUTER SHOWOFF

All of which reminds us of another article we read (again in the "Washington Post") about how news people are developing a new jargon based on their work with computers and test editing machines. You who are doing that kind of work know about "the computer is down," "it swallowed my article," being "invalid

in the read/write mode," or getting into the "insert mode" right in front of everybody. Maybe it's time to move into the "prayer mode," for at least there's now a new opportunity for showoffs to talk about "list parameters" and "transferring messages" and "changing headers." (We don't know whether we can take all this!)

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BACK TO THE OLD...

Dipping into the past, Lee Jorgensen, Kansas State U., writes that "Inside..." should inform Al Bond, ex-Washington Stater, that Mr. Mergenthaler wasn't so hot at figuring out where to put keys for the alphabet. "We are better off where they are on the typewriter," Lee says.

He says, "Take it from a newsman who came up as a printer's devil, printer and Linotype operator. You could get only 25 words a minute out of one of those linecasting machines even when you were good enough to hang the machine. That's one of the reasons that the only place you can sell them now is at an antique sale. I suppose if you type using the hunt and peck method...it wouldn't make much difference."

Then Lee sends us materials about mini-workshop selections and tours offered to extension folks at the annual conference. We noticed a batch of "courses" on inf activities. You might write Lee for a copy of the mini-workshop offerings if you do that sort of thing. (Umberger Hall, Manhattan, Kansas 66506.)

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BE THERE FOR NAGC MEET

Washington, D.C. folks will be interested in details about the 1980 Conference of the National Association of Government Communicators. We announced the date of the meeting before-- Dec. 4-5 at the Shoreham Hotel.

Theme is to be "Exploring Potentials of Government Communicators." And objectives are to help govt. comm people and others understand what is happening now in the comm field; focus on the possibilities, the potentials, the future; develop new skills and competencies; share knowledge, attitudes and skills; and explore professional and personal potentials.

Ray Hiebert, prof of journalism at the U. of Maryland, will be the opening speaker. There also will be workshops galore.

Registration fee: Before Nov. 1, \$140 for members; \$165 for nonmembers; \$55 for students and retired members. After Nov. 1 fees go up to \$155, \$180, and the student fee remains the same.

National prexy Nelson Fitton of GPA says, "Be there." He also says "this could be the most important meeting in many years for government communicators."

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AND FOR FED DESIGN
MEET

Oct. 8, 7 p.m., at the Diane Brown Sculpture Space, 52 O St., N.W., in D.C. marks the time and place for the next Federal

Design Council meeting. The program will be about visualizing a project featuring Barbara Carr. She has had a number of design projects, including work on the concept and design of the 1979 Yearbook of Agriculture. By the way, she also is the first woman awarded professional status at Pratt Institute's School of Architecture...is with Carr Creative Group, New York City.

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FROM EDITING TO
DOCUMENTING

Retiree Marguerite Gilstrap, former editor with the old agency ARS, dropped by the other day. She announced and then showed folks a videotape she'd produced on "Jobs for Older Workers." That was a documentary that told how the first federally funded employment program for older workers began.

Marguerite's home is at 1311 Delaware Ave., S.W., Washington 20024, for those of you who might want to contact her.

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FROM WORKING
TO LEADING

Rosemary Driscoll, who's been working on the Food and Nutrition Service's mass media nutrition education pilot project, has become a professor. She'll be taking the lead at American U's PR graduate program.

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FROM OPERATING
TO REST

Eleanor Ferris, Science and Education Administration, is recovering from an operation...expects to be back to work in 4-5 weeks.

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STILL ANOTHER TIDBIT

Saw in a copyrighted newsletter the other day that an American "consumes" 780 pounds of paper a year; a Russian 160 pounds. In China, where paper supposedly originated, the figure is 28 pounds.

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HUNTING JOBS...

Looking for a job anywhere is Janet K. Barham, Route 3, Maryville, Tennessee 37801. She was raised on a farm and is interested in ag comm...has a background in journalism and a B.S. from the College of Comm at the U. of Tennessee. Last May she was voted "Outstanding Member of Public Relations Student Society of America."

Karen L. Rollo also is looking for a spot...prefers government and the Washington, D.C. area. She comes to the city from the Tompkins County extension office in Ithaca, N.Y., where she was communications coordinator for about 5 years. She writes, edits, does broadcast work--both radio and TV--and has some training. Her local address is 4200 Pershing Dr., #4, Arlington, Virginia 22203. Phone: (703) 524-7960.